NEW

Cyber-shot

OPTICAL
(((•))) SteadyShot

Sweep Panorama

Face Detection   Face Detection

iO
Intelligent Auto

iSCN
Intelligent Scene Recognition

[☺]
Smile Shutter

ISO
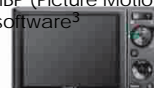High sensitivity
ISO 3200

HDMI

PMB
Picture Motion Browser

The DSC-W370 captures breathtaking panoramic images with Sweep Panorama mode. SteadyShot®™ Image Stabilization reduces blur while a large 3.0" LCD screen[1] makes taking and reviewing images easy. Plus, iAuto mode makes capturing scenes in a variety of elements a breeze and 720p Movie[9] and HDMI™ output make recording and playing back HD videos is a snap.[10]

- **14.1 Megapixel Super HAD™ CCD Image Sensor**
  A powerful 14.1 megapixel 1/2.3″ Super HAD™ CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 14.1 megapixels, you can create stunning, photo-quality prints up to A3+ (13x19″) size, or crop your images and still come away with high resolution shots.

- **Sony Lens with 7x Optical Zoom**
  7x optical zoom lens brings distant subjects closer for great outdoor, sports, and travel photos.

- **3.0"[1] Clear Photo LCD™ display (230k pixels)**
  Generous 3.0″[1] (230K pixels) Clear Photo LCD™ display
  features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.

- **Self-Portrait Timer**
  Self-Portrait Timer helps take the guesswork out of self portraits by utilizing Face Detection technology to recognize when your face enters the frame. Once the camera detects your face, it triggers a 2-second timer, and then snaps a picture.

- **Sweep Panorama mode**
  Reach beyond the traditional wide angle lens, and capture more breathtaking shots with Sweep Panorama Mode. Simply press the shutter button and sweep the camera in the desired direction and the camera continuously shoots at a high speed, then seamlessly stitches the images together with automatic position adjustment to create one stunning panoramic image. Available in wide and ultra-wide options, the camera can take panoramic shots of up to 243 degrees. Now capturing wide landscapes is as easy as press and sweep.

- **HD MP4 Movie Mode[9]**
  In 720p MP4 movie mode the camera shoots 1280 x 720 high definition movies at 30 fps, which is the format when working with a PC. Users will create high quality movies with full use of optical zoom in their Cyber-shot® DSCs in files small enough to transfer to compatible PC or Mac® . Once transferred to your computer you can effortlessly upload your media to popular photo and video-sharing websites such as Photobucket® and YouTube™ . (Compatible computer with internet capability required)

- **Intelligent Auto (iAuto) mode**
  Unlike traditional auto mode, Intelligent Auto (iAuto) mode thinks for you, recognizing scenes, lighting conditions, and faces, and adjusts settings resulting in clearer images, faces with more natural skin tone, and less blur. By incorporating advanced features such as Intelligent Scene Recognition, Face Detection technology, and Optical SteadyShot™ image stabilization, iAuto mode lets you take advantage of the latest Sony® Cyber-shot® technology without leaving auto mode. Whether you're shooting landscapes, capturing a beautiful flower, or taking pictures at an in-door birthday party or wedding shower, iAuto mode will optimize your camera's settings to help ensure you come away with a great shot.

- **Intelligent Scene Recognition (iSCN) Mode**
  Intelligent Scene Recognition (iSCN) Mode automatically detects eight different types of scenes and, within just 1/30th of a second, selects the appropriate camera settings: Backlight, Backlight Portrait, Twilight, Twilight Portrait, Twilight using a tripod, Portrait, Landscape, and Macro. iSCN has two modes: Auto and Advanced. In Auto Mode, the camera takes a single shot using the optimal settings. In Advanced Mode, the camera takes a photo with the optimal settings and, if in difficult lighting (low light or back light) immediately takes a second photo with another optimized setting so you can choose which to keep.

- **Anti-blink Function**
  It's frustrating to think you've captured that perfect shot, only to review it later and discover one of your subjects blinked just as you pressed the shutter. When the camera is set to Soft Snap, the Anti-blink function captures two images, recording only the photo with less squinting or blinking. If a blink is detected in other shooting modes, a warning will be displayed after you take the shot.

- **Optical SteadyShot™ image stabilization**
  Optical SteadyShot™ image stabilization uses a built-in gyro sensor to detect camera shake and automatically compensates to help prevent blur without sacrificing image quality.

- **High Sensitivity Mode (ISO 3200)**
  High ISO allows for faster shutter speed, so you can take photos indoors or in low light without the need for a flash. In addition to High Sensitivity Mode (ISO), you can select up to seven ISO settings (Auto, 80, 100, 200, 400, 800, 1600, 3200) when shooting in Program Auto Mode to adjust sensitivity to your shooting conditions.

- **Face Detection technology**
  Sony's Face Detection technology can automatically distinguish between children and adults. Face Detection technology detects up to eight individual faces and adjusts flash, focus, exposure, and white balance to help deliver crisp, properly lit images of family and friends.

- **Motion Detection**
  Motion Detection, along with Face Motion Detection adjusts ISO sensitivity and increases the shutter speed when movement is detected, reducing blur in moving subjects and faces.

ADDITIONAL FEATURES

- Smile Shutter™ technology
- Dynamic Range Optimizer Standard and Plus
- Scene modes
- Easy Shooting Mode
- Function Guide:
- PHOTOMUSIC
- Viewing modes
- In-Camera Retouching Tools
- PhotoTV HD
- Media card slot
- Includes Sony® PMB (Picture Motion Browser) Software ver. 5.0[2]
- Includes Sony® PMBP (Picture Motion Browser Portable) software[3]
- Colors Available:

Specifications

Convenience Features

Power Save Mode: Standard / Stamina / Off
Date/Time Stamp: Available in the included PMB software.
Media/Battery Indicator: Yes/Yes
Red-Eye Reduction: Auto / On / Off
Erase/Protect: Yes / Yes

LCD Display

Histogram: No
LCD Type: 3.0"[1] Clear Photo LCD (230,400 pixels)

Flash

Flash Coverage: ISO Auto: Approx.0.2-Approx.5.0m(Approx.0.66'-Approx.16.4')(W) / Approx.0.5-Approx.3.2m(Approx.1.64'-Approx.10.5')(T),
ISO3200: up to Approx.7.0m(Approx.23.0')(W) / Approx.4.5m(Approx.14.8')(T)
Flash Modes: Auto / On / Slow Syncro / Off

Viewfinder

Type: No

Optics/Lens

Aperture: iAuto(F3.6/F7.1(W) / Program Auto (F3.6/F7.1(W) (2 steps with ND Filter)
Smart Zoom® Technology: 10M:Approx.8.3x (Total),
5M:Approx.11x(Total),
VGA:Approx.47x(Total),
16:9(2M):Approx.15x(Total)
Digital Zoom: Smart Zoom / Precision Digital Zoom / Off
Optical Zoom: 7x
Macro Mode: iAuto W:Approx.10cm(0.33'') to Infinity, T:Approx.100cm(3.28') to Infinity)
Total Zoom: Approximately 14x with Precision Digital Zoom
Focal Length (35mm equivalent): 6.0-42.0mm
Lens Construction: 9 elements in 6 groups (including 4 aspheric elements)
Lens Type: Sony Lens

Power

Battery Type: LITHIUM ION K type 3.6V
Battery Capacity: Approx. 115 minutes / Approx. 230 images
(when shooting still images)
Power Consumption (in Operation): Approx. 1.5W

Software

Supplied Software: Picture Motion Browser Ver 5.0, PMB Portable 5.0 (for Windows), PMB Portable 1.1 (for Macintosh), Music Transfer
Operating System Compatibility: Microsoft® Windows XP SP3, Windows Vista SP2, Windows 7, Macintosh® OS X(v10.4-v10.6)

Advanced Features

Image Stabilization: Optical
In-Camera Editing: Trimming / Red Eye Correction / Unsharp Masking
NightFraming System: No

Face Detection: 8 faces (Auto / Off / Child Priority / Adult Priority)
NightShot® Infrared System: No

Drive System

Burst Mode: Approx. 1.3 fps at 14.1MP (Maximum 100 shots)
Drive Mode: Normal / Burst
Self-timer: Off / 10sec. / 2sec./ portrait1 / portrait2
Shutter Speeds: iAuto(2" - 1/1,600) / Program Auto(1" - 1/1,600)

Interface

PictBridge Compatible: Yes
TransferJet: No
HD Output: HDMI / Component (1080i)
SD Output: Yes
USB Port(s): Yes - USB2.0 Hi-Speed

Imaging Sensor

Imaging Sensor: 1/2.3" (7.76mm) Super HAD CCD Sensor

Exposure System

D-Range Optimizer: Plus / Standard / Off
ISO: Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200
Metering: Yes
Noise Reduction: No
Scene Mode(s): High Sensitivity / Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow / Fireworks / Gourmet / Pet
White Balance Mode: Auto / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash / One Push

Recording

Media Type: 19MB internal Flash Memory, optional Memory Stick Duo™ Media, optional Memory Stick PRO Duo™ Media, optional Memory Stick PRO Duo™ (High Speed), optional Memory Stick PRO HG-Duo™, optional SD/SDHC media[11]
Microphone/Speaker: Mono / Mono
Still Image Max Effective Resolution: Aprox. 14.1Megapixels
Video Resolution: 1280 x 720(29.97fps, Progressive) (Approx.9/6Mbps) / VGA (640 x 480) (29.97fps, Progressive) (Approx.3Mbps)

Focus Control

AF Illuminator: Auto / Off
AF Modes: 9 points AF / Center Weighted AF / Spot AF

Dimensions

Weight: Approx. 5.6 oz. (159g); Approx. 6.3 oz. (179g) - With battery and Memory Stick media.
Measurements: W x H x D 4" x 2 1/4" x 1 1/16" (99.6mm x 56.9mm x 25.5mm)

Service and Warranty Information

Limited Warranty Term: 1 Year Parts & Labor

Supplied Accessories

Rechargeable Battery Pack (NP-BK1)
Battery Charger
A/V Cable
USB Cable
Wrist Strap
CD-ROM Software

Optional Accessories

Accessory Kit (ACC-CLGB)
Rechargeable Lithium-Ion Battery (NP-BK1)
GPS Unit Kit (GPS-CS3KA)
Memory Stick PRO Duo™ Media (MSX-512S)
Memory Stick PRO Duo™ Media (MSX-1GST)
Memory Stick PRO Duo™ Media (MS-MT2G)
Memory Stick PRO Duo™ Media (MS-MT4G)
Memory Stick PRO Duo™ Media (MS-MT8G)
Memory Stick PRO Duo™ Media (MS-MT16G)
Memory Stick PRO Duo™ Media (MS-MT32G)
Memory Stick Duo™ Adaptor (MSAC-M2)

Color: Green
UPC Code: 027242777484

1. Viewable area, measured diagonally
2. PMB requires Microsoft® Windows® XP SP3/ Windows Vista® SP2/Windows 7. Not supported by Mac® OS.
3. PMB Portable for Windows is pre-loaded. PMB Portable for Mac is available at www.eSupport.sony.com . PMB Portable requires USB cable (included) and PC with internet connectivity. 64-bit environments not supported
4. Uploading directly to the web requires PMB Portable software and USB cable (included), and PC with internet connectivity (not included). PMB Portable for Mac is available at www.eSupport.sony.com . 64-bit environments not supported.
5. Requires compatible wireless access point(s). Some features may rely on Internet services.
6. When fully charged. Actual results may vary based on product settings, usage patterns and environmental conditions.
7. Compatible BRAVIA® HDTV, and HDMI™ or component cable (sold separately) required for PhotoTV HD viewing. Specifications for BRAVIA HDTV shown vary according to market region.
8. Four preset music tracks stored in internal memory. Imported music tracks can be up to five minutes long. When using Music Transfer to download music, tracks longer than five minutes will be reduced to five minutes when uploading to the Cyber-shot® camera.
9. Movie recording is limited to (29min segments for MP4 up to 12Mbps 1440x1080/30p)
10. HD Viewing requires an HD output adapter cable (VMC-MHC1) and compatible HDTV, both sold separately.
11. When using movie mode Memory Stick PRO Duo with MARK2 logo, Memory Stick PRO-HG, Class 4 or higher for SD/SDHC media are recommended.

Please visit the Dealer Source for more information
at www.sony.com/dealersource